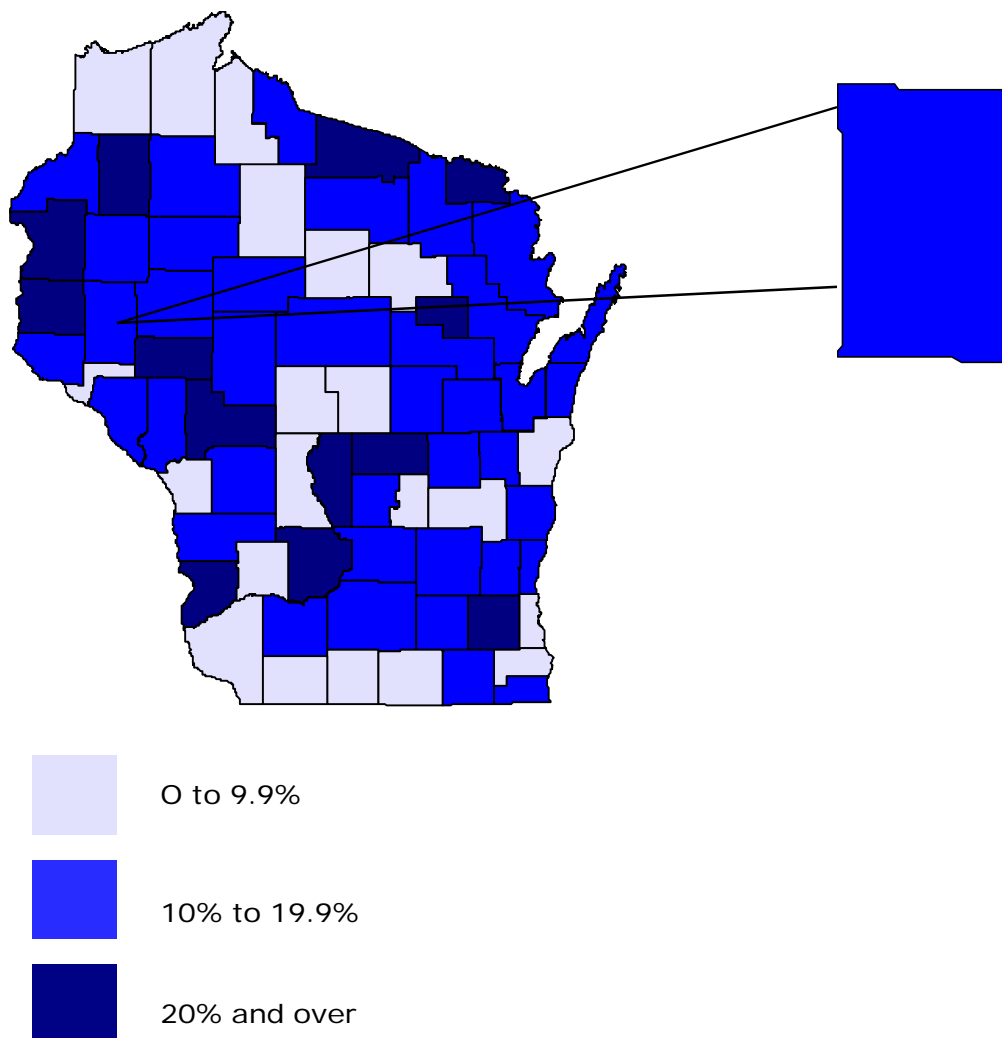


Dunn County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Dunn County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

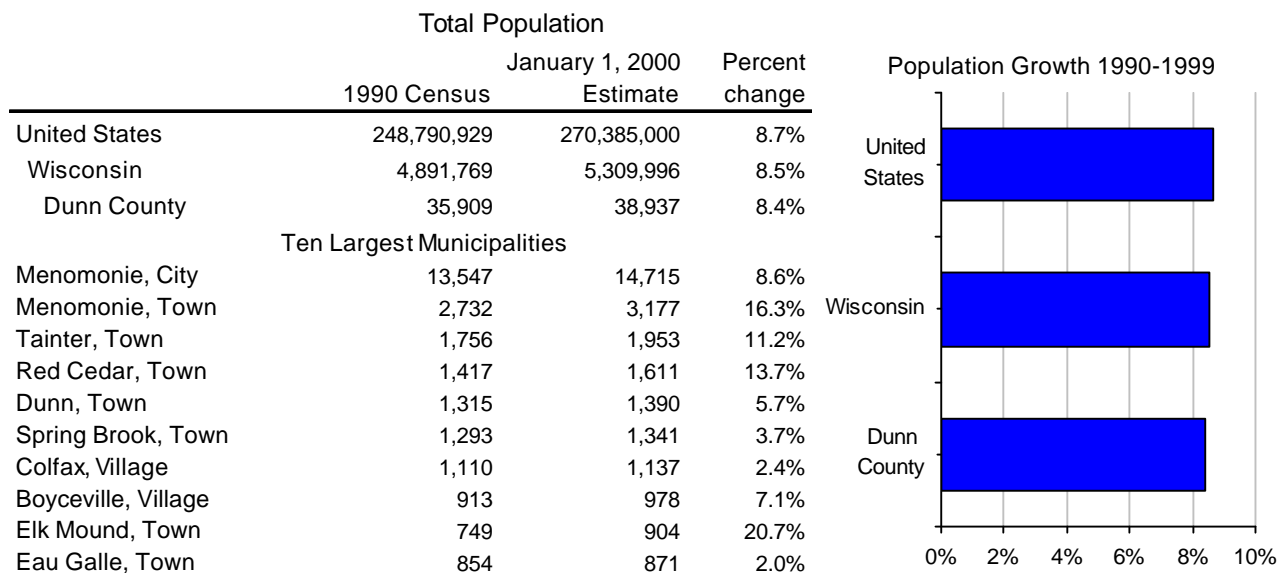
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Dunn County Population and Civilian Labor Force

The total population in Dunn County grew 8.4 percent from 1990 to January 2000, less than both state and national expansion. The largest numeric increase in population was in the City of Menomonie, the county's largest municipality. Roughly 39 percent of the increase in county population occurred there. Combined with the increase in the Town of Menomonie, the two municipalities account for 54 percent of county growth. The increase in county population was a combination of people moving into the county (1,319 since 1990) and natural causes (4,286 births vs. 2,577 deaths). The net migration rate of 3.7 percent matched the state migration rate.

Of the 38,937 residents living in the county at the end of 1999, 30,561 (79%) were 16 years and older. Since 1990, this population segment increased by 2,630, while the segment aged 15 years and under increased by 398, resulting in a net county population increase of 3,028.

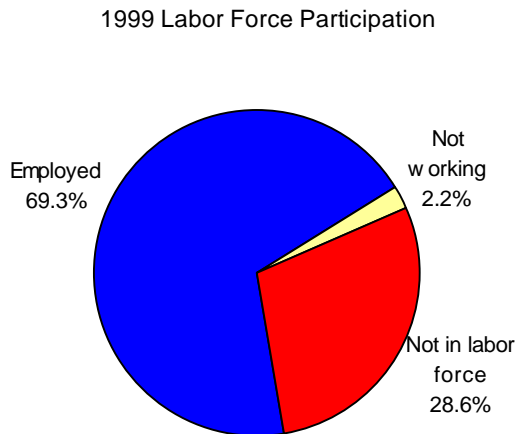


* Dunn County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Dunn County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



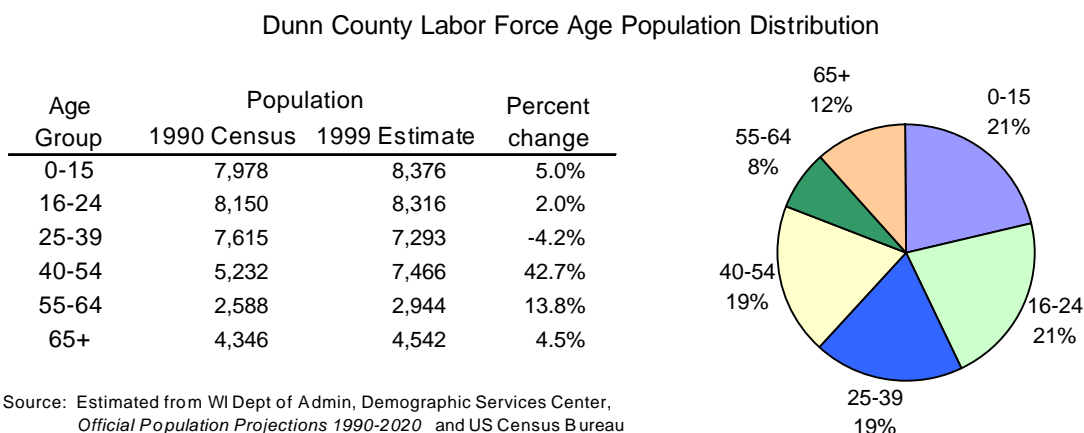
The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 30,174. Of those, 21,600 were actively participating in the labor force and the labor force participation rate was 71.5 percent. While that is an increase from 1990, it is below the state participation rate of 72.3 but higher than the national rate of 67.1 percent.

As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The most significant change from 1990 to 1999 in the population groups occurred as the 25-39 year old group matured. This, plus an influx of people migrating to the county, caused the expansion in the 40-54 year old group. The largest group in the labor force age population (16 years and older) remains the 16-24 year old group. While participation rates in this group are low, generally around 65 percent, it is a potential supply of future labor.

The labor force age population will continue to grow, although the additions each year will become smaller, and the composition of the labor force will change. In 1999, roughly 24 percent of the labor force age population was over 55 years old. That increases to 26 percent by 2010 and, as the population ages, participation will decline.



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Dunn County Civilian Labor Force Data

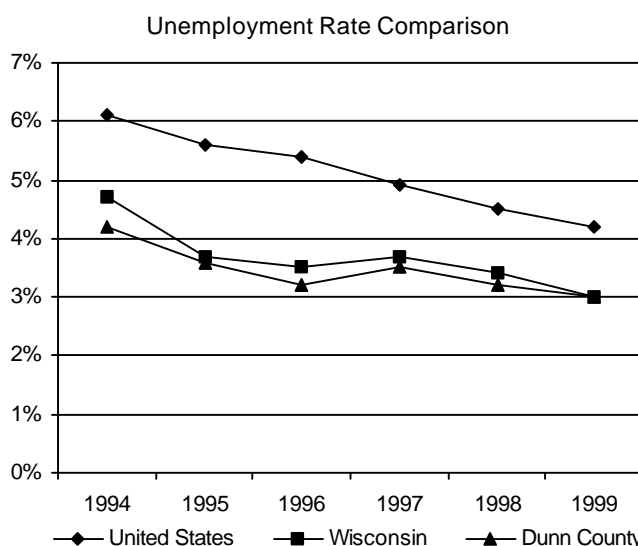
	1994	1995	1996	1997	1998	1999
Labor Force	21,100	21,900	22,700	22,500	22,300	21,600
Employed	20,200	21,200	22,000	21,800	21,600	20,900
Unemployed	900	790	720	780	720	650
Unemployment Rate	4.2%	3.6%	3.2%	3.5%	3.2%	3.0%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (71.5% of the labor force age population in Dunn County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Dunn County in 1999 of 21,600, 3.0 percent were unemployed. This matches the state unemployment rate but is lower than the national unemployment rate of 4.2 percent in 1999.

Fewer residents were employed in 1999, however, than in the previous three years. Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the number of employed in Dunn County includes all self-employed residents and proprietors, plus residents who work for employers located both in and beyond the county boundaries. Roughly 21 per-

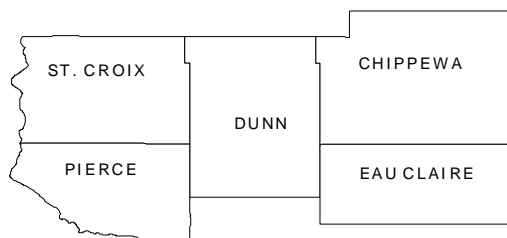


Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

cent of the number of employed in Dunn County are either farm or nonfarm proprietors. Since 1994, total employed increased by 700 while the number of proprietors increased 490.

Dunn County Commuting Patterns

	Commute To	Commute From	Net Commute
Barron County	227	137	-90
Chippewa County	320	343	23
Eau Claire County	1,288	464	-824
St. Croix County	697	217	-480
Minnesota	666	84	-582
Elsewhere	671	196	-475
Total	4,076	1,291	-2,785
Commute within County	12,609		



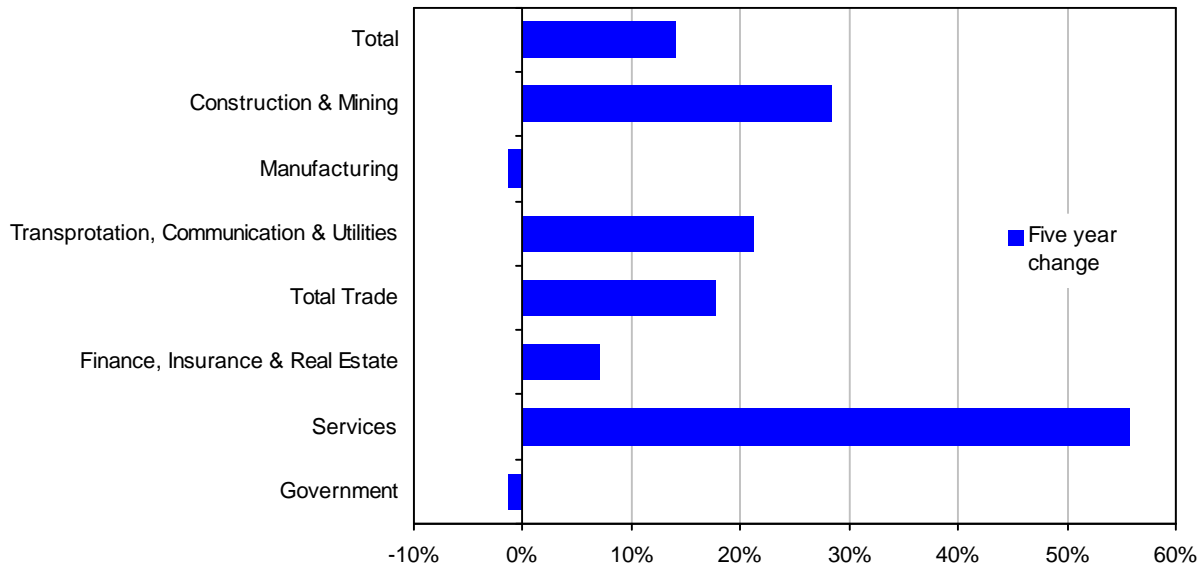
Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In 1990, that included nearly 4,100 Dunn County residents who commuted to surrounding communities for a job. The most traveled to destination was the City of Eau Claire. Of the nearly 1,300 who traveled to Eau Claire County, over 85 percent of them worked in the City of Eau Claire. Since 1990, however, with the opening of the Wal Mart Distribution Center, the county is probably attracting and keeping more workers, but there is no current data available on changing commuting patterns.

In 1990, more than three times as many workers left the county for neighboring communities than entered. Those that did come into the county for work were most often headed for the City of Menomonie. This was also the primary destination for most of the residents of Dunn County. Of the workers who commuted within the county, one in every two worked in Menomonie, home to the ten largest employers.

Dunn County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
Total	13,469	14,238	14,669	14,793	15,014	15,362	2.3%	14.1%
Goods Producing	2,711	2,896	2,998	2,929	2,815	2,831	0.6%	4.4%
Construction & Mining	535	559	604	624	639	686	7.4%	28.3%
Manufacturing	2,176	2,337	2,394	2,305	2,175	2,145	-1.4%	-1.4%
Durable	1,225	1,390	1,409	1,361	1,254	1,177	-6.2%	-3.9%
Nondurable	951	947	985	944	921	968	5.1%	1.8%
Service Producing	10,758	11,343	11,671	11,864	12,200	12,530	2.7%	16.5%
Transportation, Communications & Utilities	413	402	394	420	478	501	4.7%	21.2%
Total Trade	4,160	4,413	4,578	4,594	4,658	4,901	5.2%	17.8%
Wholesale	595	594	634	686	684	674	-1.4%	13.3%
Retail	3,565	3,819	3,944	3,908	3,974	4,227	6.4%	18.6%
Finance, Insurance, and Real Estate	360	333	340	355	363	386	6.2%	7.1%
Services & Misc.	1,750	2,206	2,498	2,536	2,788	2,727	-2.2%	55.8%
Total Government	4,074	3,989	3,861	3,959	3,912	4,015	2.6%	-1.4%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

The increase in total nonfarm wage and salary employment in Dunn County lagged statewide growth from 1998-99 but outpaced state growth at the five-year interval. All of the growth in the last year came from the service-producing sector and was concentrated in the services industry division. With nearly 1,900 new jobs from 1994 to 1999, the county exceeded the state increase of 11.8 percent.

Nearly all of those new jobs in the service-producing sector were in the retail trade and services divisions. The addition of 660 retail trade jobs was spear-headed by the development of the Wal Mart Distribution Center earlier in the decade, but continues to grow as new franchise establishments open in the county. The distribution center has become one of the county's largest employers and draws workers from many surrounding communities. Employers in the services industry added even more jobs than retail trade employers during the five-year period. Most of those jobs were with employers providing social services like residential and child care, job training and family services. Also included in the services industry division are health care, business, and engineering and management services. Employers in all of these service groups added jobs from 1994 to 1999. Together, the industries in the service-producing sector accounted for 94 percent of all job growth in the county since 1994. The county dropped from 16 percent in 1994 to 14 percent in 1999 compared with a 22 percent share in the state in 1999.

Dunn County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	8	2,215	66	156
General Merchandise Stores	*	*	*	*
Eating And Drinking Places	66	1,230	64	183
Social Services	26	1,013	-170	302
Health Services	30	918	36	111
Automotive Dealers & Service Stations	28	513	29	136
Food Stores	10	452	-9	18
Instruments And Related Products	*	*	*	*
Food And Kindred Products	*	*	*	*
Special Trade Contractors	50	366	37	68

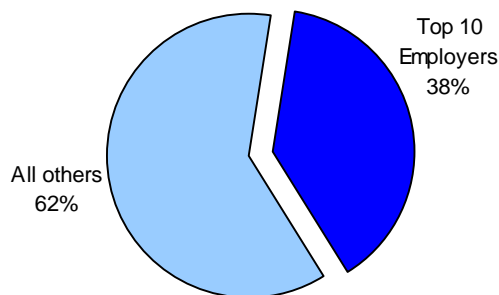
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Top 10 Employers

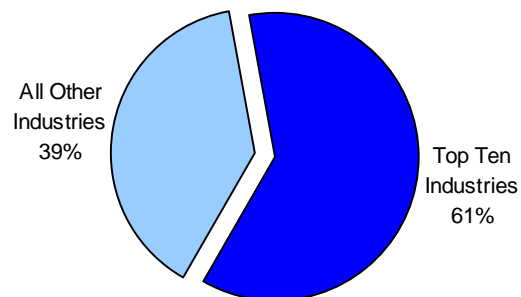
Company	Product or Service	Size
Walmart Associates Inc	General merchandise stores	1000+
University of Wisconsin Stout	Education	1000+
Menomonie Public School	Education	500-999
County of Dunn	Executive and general government	500-999
3 M Co.	Instruments: optical disks	250-499
Conagra Grocery Products Co	Food products: dried milk	250-499
Myrtle Werth Hospital Inc Mayo	Health care services: hospital	250-499
Phillips Plastics Corp	Multiple Locations	100-249
Cardinal FG Co	Glass products: flat glass	100-249
Boyceville Public Schools	Education	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

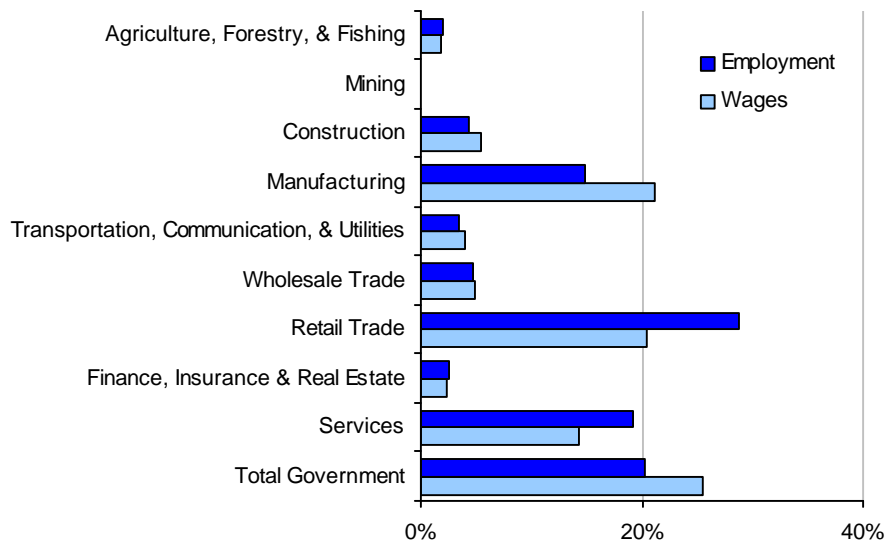


Out of 874 employers in Dunn County, the ten largest provide over one-third of all jobs. The two largest, both with over 1,000 workers, also represent the two largest industry groups in the county. In most counties, retail trade employers are too small to be included on the list of largest employers, but here WalMart (the combined locations) is the largest employer in the county. In addition to general merchandise stores, retail trade is represented by three other industry groups: eating and drinking places, automotive dealers and service stations, and food stores; but none of them have employers large enough to appear on the second list. Government is the second largest industry division in the county because of the number of workers employed by public education institutions, the largest industry group. The County of Dunn, plus three education facilities, is included on the largest employers list. Even though manufacturers comprise only 14 percent of employment in the county, they are represented by two of the largest industry groups: instruments (analyzing and controlling) and related products, and food products, both of which are represented on the list of largest employers, along with another manufacturer of glass products. Together, the ten largest employers provide over one in every three jobs in the county, and employers in only ten industries provide nearly two in every three jobs.

Dunn County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$24,609	\$29,609	83.1%	3.1%	17.3%	14,476
Agriculture, Forestry, & Fishing	\$22,697	\$21,499	105.6%	1.9%	37.9%	279
Mining	*	\$39,968	*	*	*	*
Construction	\$30,900	\$36,772	84.0%	4.0%	31.1%	630
Manufacturing	\$35,428	\$37,773	93.8%	3.1%	20.0%	2,137
Transportation, Communications, & Utilities	\$29,042	\$34,523	84.1%	10.7%	40.8%	497
Wholesale Trade	\$25,062	\$38,048	65.9%	7.7%	28.1%	683
Retail Trade	\$17,467	\$15,066	115.9%	7.3%	28.5%	4,173
Finance, Insurance, & Real estate	\$22,870	\$37,911	60.3%	-1.6%	8.0%	364
Services	\$18,419	\$26,041	70.7%	1.8%	20.8%	2,768
Total Government	\$30,902	\$32,017	96.5%	1.8%	14.8%	2,944

Total Employment and Wage Distribution by Industry Division



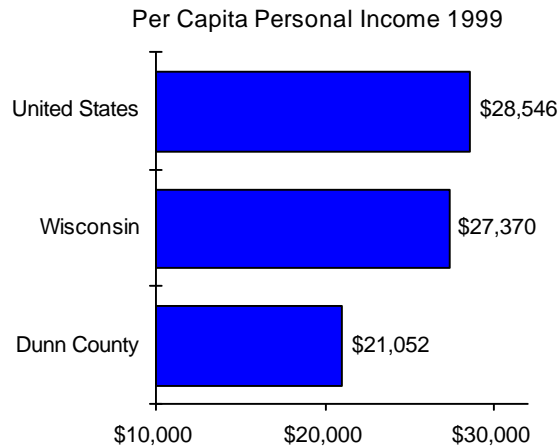
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e.. retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e.. railroads, parochial schools. This is most apparent in government where work-study employment with the University is not covered by the law.

Even though work-study wages are not included in this data, government still has the highest payroll in the county. Government units had a total payroll of \$90,974,432, but not the most workers. Retail trade, with the greatest share of employment, had the third highest payroll of \$72,891,656. Even though wages are lower in retail trade because of the many part time workers, the annual average wage in Dunn County exceeds the state average in the industry. Because of the longer hours and higher wages earned by production workers, manufacturing had the second highest payroll in the county at \$75,710,336 even though it ranked fourth in share of workers. The total payroll in Dunn County was \$356,235,355 and, when divided by 14,476 jobholders, produced an annual average wage of \$24,609.

Government and manufacturing wages approach the state average for workers in those industries, but still fall short. The greatest disparity in wages between Dunn County and the state appeared in finance, insurance, and real estate. The county has no large offices in this industry that would provide the higher-paying professional jobs. Overall, wages in the county were 83 percent of the state annual average wage of \$29,609, the lowest ratio in six years. Wage increases in the county fell short of state increase of 3.8 percent from 1998 to 1999 and the 21.7 percent increase over the five-year period.

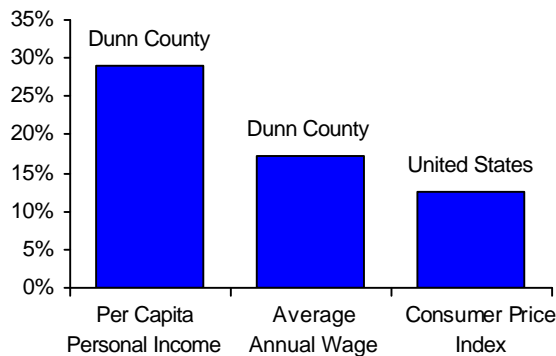
Dunn County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Dunn County was 77 percent of the state's, and was lower than 46 other Wisconsin counties.

The PCPI in Dunn County, which increased 28.9 percent in the last five years, exceeded both the national and state five-year increases of 26.4 and 26.1 percent, respectively. Annual increases in the PCPI also exceeded both national and state increases in three of the last five years, including 1999.

Comparison of Selected Data: 1994 - 1999



Growth in the county PCPI outpaced the increase in annual average wages. Net earnings are 68 percent of total personal income (TPI) and include not only wages of residents (many who work more than one job), but self-employment and proprietor's income. Net earnings increased 34 percent in the five-year period, better than the increase in annual average wages. Also income from assets, which comprise 18 percent of TPI, rose 53 percent, and transfer payments, which comprise 13 percent of TPI, rose 20 percent. In comparison, income from net earnings in the state is 67 percent of TPI, from assets is 20 percent, and from transfer payments is 12 percent.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Dunn County	\$16,326	\$17,237	\$18,197	\$19,055	\$19,979	\$21,052	5.4%	28.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Bookkeeper/account clerk	\$ 10.37	\$ 10.06
Cashier-checker	6.72	6.40
Computer programmer	22.65	20.96
Computer-controlled mach.oper.	14.03	14.17
Cook, restaurant	7.93	7.43
Helper, production	10.09	9.80
Industrial truck op. (fork lift)	11.50	11.17
Janitor/Cleaner	8.70	8.24
Machine feeder/offbearer	8.78	8.63
Maintenance repairer, general	12.43	11.97
Nurse aide	8.74	8.41
Registered nurse	18.54	17.99
Retail salesperson	8.40	7.09
Secretary	10.42	10.39
Shipping/receiving/traffic clerk	9.69	9.11

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Dunn County was 100 percent of that for workers in all BOS counties. However, that varies by industry from 132 percent in the retail trade division to 87 percent in wholesale trade.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.